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1965

ACREAGE -
MARKETING
GUIDES

WINTER
VEGETABLES AND
POTATOES



F O R E W O R D

Prices guide the production of nearly all commodities. But the way in which this occurs often differs among industries. Non-agricultural products tend to have fairly rigid prices from month to month and manufacturers respond to changes in demand by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. Such price variation has been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their production is ready for market. When they find that outlets could absorb larger quantities than are being offered, growers cannot immediately make a substantial increase in their output to take advantage of the sales opportunity. What is more, growers are often equally powerless to adjust when they find their production too large. Vegetables are usually highly perishable and cannot be held from market for long to await more opportune sales conditions. Thus, supplies are at times insufficient to satisfy market requirements and prices are high. But more frequently, market needs are exceeded and commodities are sold at distress prices.

The sheer number of vegetable producers creates difficulty in making orderly industry adjustment to changes in market requirements. However, the nature of vegetable products makes far-sighted production planning at least as necessary as for many industrial goods.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. The recommendations included in this publication are an effort by the U. S. Department of Agriculture to help growers cope with the problems of balancing the supply of each vegetable with requirements for it. Some production influences, such as extremes of the weather, refuse control. But growers have full control over their plantings. Thus they can contribute importantly to balanced market conditions by planting acreages which are likely to result in sufficient production to satisfy consumer needs, but insufficient to result in depressed prices.

One of the functions of the Agricultural Marketing Service of the USDA is the continuous study of markets for the various vegetables. On the basis of this study, commodity specialists develop recommendations of acreage levels which are likely to result in crops which equal market needs. In turn, these recommendations are reviewed by representatives of various other agencies in the Department who are well versed in the vegetable field. The final recommendations for 1965 winter vegetables and potatoes are presented in this booklet. When growers have kept acreage within the levels recommended by the Department in the past, few marketing difficulties have been encountered.

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1965 Acreage-Marketing Guides
Winter Vegetables and Winter Potatoes

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1965 acreage of snap beans be reduced 5 percent from the acreage planted in 1964, each grower of winter-season snap beans should reduce his plantings by 5 percent.

I. 1964 REVIEW AND RECOMMENDATIONS FOR 1965

Winter Vegetables: Erratic weather patterns, frequent threats to winter vegetable growers, were again a major influence during the 1964 season. No major producing area escaped without serious weather problems; yet recovery was such that total winter vegetable production slightly exceeded that of the preceding year despite a moderately smaller harvested acreage.

In Florida, heavy rains, a mid-January freeze and several other prolonged periods of cold weather affected crop development. Although volume losses were mostly limited to a few tender crops, progress was delayed substantially. Several periods of cold temperatures were also recorded in Texas. Most crops withstood these conditions well, however, and high yields were attained. In the West, frequent frosts were also recorded; but the effects were mostly limited to delayed crop development and harvest.

In large part, the effects of weather interruptions were positive in the 1964 season. In many cases, the delay in harvest schedules kept supplies from exceeding market requirements, yet allowed a reasonably even flow of volume to markets. The example of the lettuce marketing season perhaps best demonstrates the situation. Growers of this commodity produced a record-large crop and were able to move nearly all of it at high prices. This unusual accomplishment occurred as cold temperatures delayed development and limited daily cuttings to the point where the threat of market glutting was eliminated but adequate volume continued available.

This type of situation also occurred for a number of other commodities, if to a lesser degree. While serious marketing problems were encountered for several crops such as carrots, cabbage and escarole, the over-all price record of the 1964 winter season was good. The index of prices received for winter vegetables was a fifth higher than in 1963. Total value of these crops to growers amounted to 181 million dollars, up 23 percent from a year earlier and more than 70 percent above the 1947-49 base.

The aggregate acreage guide for the 15 winter vegetables in 1965 is a planted acreage 4 percent smaller than in 1964. The recommendations assume that weather conditions will permit normal planting and harvesting schedules and that average yields will be recorded. Should these conditions prevail, the aggregate production from the guide acreages would be 5 percent smaller than in 1964 but 5 percent larger than the 1958-62 average.

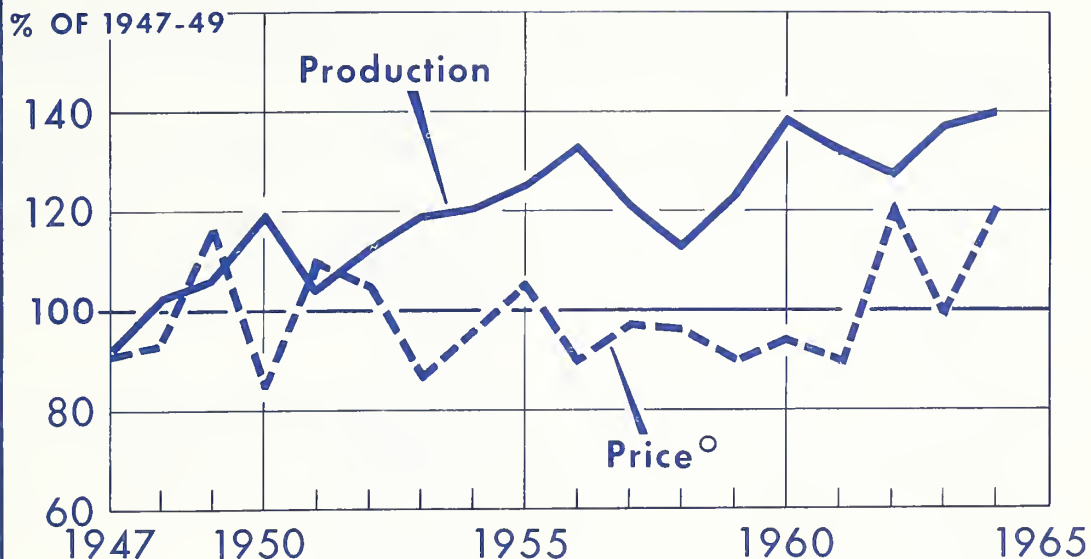
The recommended reduction in total output reflects, to a large extent, suggested smaller crops of carrots, cabbage and lettuce. Minor tonnage reductions are also recommended for escarole, green peppers, spinach and tomatoes. For all other winter vegetables, supplies equal to or larger than those produced in 1964 would be desirable. With these adjustments, there would be a better balance between commodities, and supplies of each would be adequate for prospective requirements.

Winter Potatoes: Plantings of winter potatoes were reduced for the third successive year in 1964; the combined acreage in California and Florida was the smallest recorded since 1952. Yields in both states exceeded the levels of the preceding year. However, this element failed to offset the acreage cut, and total winter production was 5 percent smaller than in 1963. Prices received by growers for 1964 winter crop potatoes averaged substantially above the low levels recorded a year earlier.

Preliminary data indicate that the acreage of 1964 fall potatoes is slightly larger than that harvested in 1963. Thus, it is likely that storage supplies available in the winter of 1965 will be large and will preclude any significant increase in market outlets for winter crop potatoes.

The guides recommend a 1965 winter crop acreage equal to that planted in 1964. Such an acreage, with average yields by states, would result in a winter production 2 percent smaller than in 1964.

WINTER COMMERCIAL VEGETABLES FOR FRESH MARKET



^o SEASON AVERAGE PRICE RECEIVED BY FARMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 326-64 (7) AGRICULTURAL MARKETING SERVICE

II. DEMAND FOR VEGETABLES IN THE WINTER OF 1965

Increasing personal incomes and an expanding population point to a continued high level of consumer demand through next winter. Major contributors to the income gain are increasing employment, rising wages, larger dividends, and a surge in corporate profits. In addition, consumer take-home pay was augmented earlier this year by a cut in income tax rates. Adding to the current buoyancy of the economy is an increase in spending by businessmen for fixed plant and equipment to a level possibly 12 percent above a year earlier. The advance in consumer purchases this year is being led by spending for nondurable items, including food and other farm products. Consequently, the demand for winter vegetables is expected to continue strong.

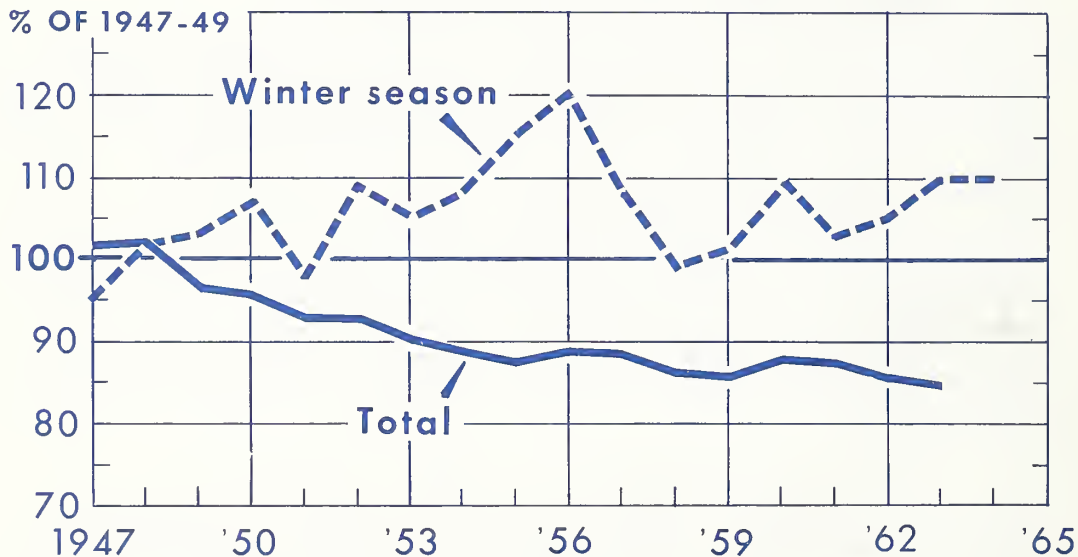
On an individual commodity basis, however, requirements are not likely to be substantially different from those of a year earlier. Prices for particular vegetables will continue to depend largely on the volume and quality of production and timeliness of harvests.

Specific planted acreage recommendations for
1965 winter vegetables are as follows:

Commodity	Percentage change from 1964 acreage
Snap Beans	Minus 5
Beets	No change
Broccoli	Arizona: No change; Texas: Minus 10
Cabbage	Minus 10
Carrots	California: Minus 5; Texas: Minus 10
Cauliflower	No change
Celery	No change
Sweet Corn	Plus 5
Cucumbers	Minus 5
Escarole	Minus 10
Kale	No change
Lettuce	No change
Green Peppers	No change
Spinach	No change
Tomatoes	No change
Potatoes	No change

FRESH VEGETABLE USE PER PERSON*

Total Declining Winter Holding



* CIVILIAN CONSUMPTION.

III. FOREIGN WINTER VEGETABLE PROSPECTS

Exports: During the November-April period of 1963-64, total exports of fresh vegetables were substantially smaller than in the same months of 1962-63. As compared with a year earlier, changes included a sixty percent reduction in carrot exports and small decreases in outflow of celery and green beans. These reductions more than offset substantial gains in exports of lettuce, peppers and tomatoes plus a small increase in exports of cabbage.

In 1962-63, severe winter weather in Western Europe sharply reduced supplies of local carrots. As a result, record-large shipments of U.S. carrots were moved to that area. This past winter, however, large supplies of local carrots were available in European markets; thus, exports to them were extremely low.

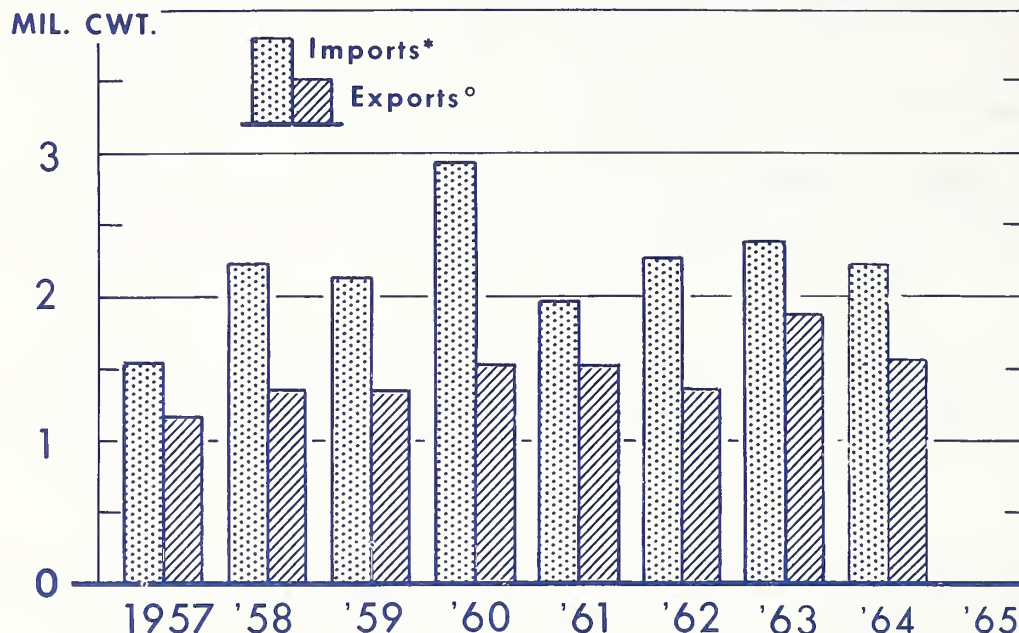
If supplies of U.S. vegetables are adequate in the winter of 1964-65, a slight increase in exports is likely, mostly to Canada. There may also be a slight increase in exports of late winter and early spring vegetables to Western Europe.

Winter Vegetables: Exports from the United States by months, 1963-64

Commodity	1963		1964				:Total 6 months	
	: Nov.	: Dec.	: Jan.	: Feb.	: Mar.	: Apr.	:1963-64:	1962-63
	- - - - - 1,000 cwt. - - - - -							
Lettuce	152.4	192.4	193.9	176.7	175.8	195.4	1,086.6	968.6
Celery	43.1	156.9	89.3	94.0	106.1	101.6	591.0	686.3
Carrots	2.4	19.9	37.7	71.0	143.1	142.9	417.0	1,043.8
Cabbage	2.2	33.0	68.5	85.8	114.8	109.9	414.2	403.3
Peppers	9.5	9.9	12.7	16.5	8.4	18.0	75.0	61.6
Tomatoes	60.3	102.8	59.0	31.9	42.2	49.3	345.5	293.9
Beans, Green	14.9	16.8	15.0	9.4	16.5	21.9	94.5	112.0

Compiled from records of the Census Bureau.

WINTER VEGETABLES FOREIGN TRADE



*INCLUDES CUCUMBERS, CANTALOUPS, EGGPLANT, PEPPERS, TOMATOES AND WATERMELONS.

°INCLUDES SNAPBEANS, CABBAGE, CARROTS, CELERY, LETTUCE, PEPPERS AND TOMATOES.

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Imports: In the 1963-64 season (November-April), imported tonnage of six vegetables (cantaloups, cucumbers, eggplant, peppers, tomatoes and watermelons) was moderately smaller than in the same months a year earlier. Reductions in watermelon and cantaloup imports accounted for the bulk of the decrease as frosts and cool weather on the West Coast of Mexico delayed crop development. Even so, Mexico continued as our principal foreign supplier of each vegetable except cucumbers; almost two-thirds of our imports of that commodity originated in the Bahamas.

Total tonnage of vegetable imports is always influenced by prevailing price levels in the United States. However, the upward trend in imports of winter vegetables is likely to be resumed in 1964-65. The rate may be particularly influenced by the labor situation for harvesting domestic crops in the coming winter months.

Winter Vegetables: Imports into the United States by Months, 1963-64

Commodity and : 1963	1964					:Total 6 months		
Country of Origin: Nov.:	Dec. :	Jan. :	Feb. :	Mar. :	Apr. :	1963-64:	1962-63	
- - - - - 1,000 cwt. - - - - -								
<u>Peppers</u>								
Mexico	1.8	11.1	19.6	32.6	32.9	12.4	110.4	133.6
Dom. Rep.	---	---	---	.8	1.3	1.4	3.5	1.8
Bahamas	---	2.0	4.8	1.8	1.1	---	9.7	0
Canada	---	---	.1	---	---	---	.1	.1
Honduras	---	---	---	.1	---	---	.1	0
<u>Eggplant</u>								
Mexico	---	2.0	3.2	8.0	7.5	4.2	24.9	27.1
Haiti	---	---	---	---	---	---	---	8.0
Bahamas	---	---	1.5	11.3	5.4	---	18.2	9.7
<u>Tomatoes</u>								
Canada	.9	.6	1.1	.6	---	---	3.2	8.0
Mexico	34.2	103.5	321.0	519.1	528.3	535.2	2,041.3	2,120.7
Bahamas	---	.1	---	.1	12.3	1.2	13.7	.7
Dom. Rep.	---	---	---	.3	2.3	1.2	3.8	.8
Guatemala	---	---	---	---	---	---	---	.9
Venezuela	---	---	---	.2	---	---	.2	.5
Italy	---	.5	---	---	---	---	.5	0
Haiti	---	---	---	---	.3	---	.3	0
<u>Cucumbers</u>								
Mexico	.8	44.4	63.1	43.7	22.0	3.7	177.7	193.3
Bahamas	---	19.1	90.8	113.7	101.6	.4	325.6	239.8
Br. Honduras	---	1.3	---	---	---	---	1.3	0
Haiti	---	---	---	---	---	---	---	72.3
Honduras	---	2.1	1.3	3.2	4.0	.8	11.4	57.3
Canada	---	---	.3	.1	4.5	3.0	7.9	5.9
Venezuela	---	---	---	---	.1	.1	.2	0
<u>Cantaloups</u>								
Chile	---	---	---	.2	---	---	.2	0
Mexico	---	---	---	4.0	152.7	278.3	435.0	572.1
El Salvador	---	---	.4	2.0	1.4	---	3.8	2.8
Haiti	---	---	---	---	---	.4	.4	4.1
<u>Watermelons</u>								
Mexico	---	---	5.6	14.8	66.9	81.0	168.3	328.2
Ecuador	---	1.1	1.4	---	---	---	2.5	1.6
Other	32.8	---	---	---	---	.2	33.0	0

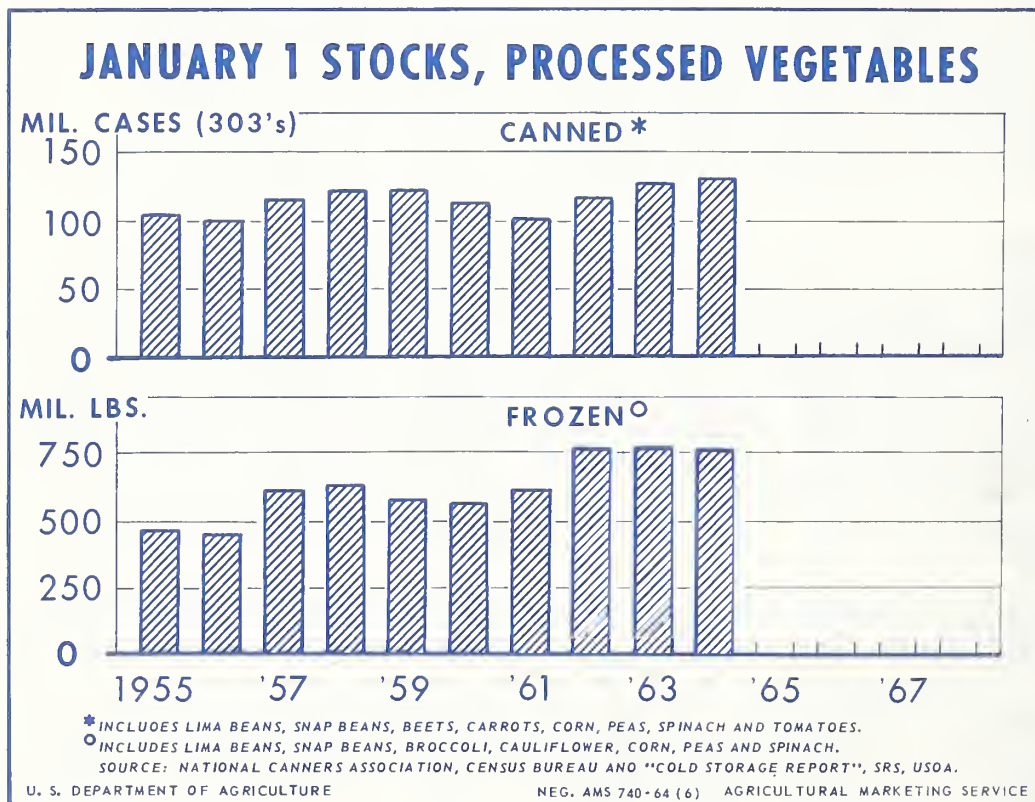
Compiled from records of the Census Bureau.

IV. PROCESSED VEGETABLES

Canned: Aggregate supplies of canned vegetables were large during the first quarter of 1964 -- only slightly smaller than the heavy levels of the preceding winter. The reduction from year-earlier levels was principally the result of substantially smaller stocks of tomato products. Most other canned vegetables were in larger supply; canners' stocks of sweet corn, snap beans, beets, carrots and asparagus were record large on January 1.

The abundance of canned supplies, aided by high prices for fresh market vegetables, contributed to a heavy utilization during the first quarter of 1964. Nevertheless, supplies remained generally large at the start of the 1964 packing season.

Preliminary data indicate that 1964 packs of beets and sweet corn will be substantially smaller than a year earlier. A moderate pack reduction may also be recorded for peas. But substantial increases are likely for tomatoes and tomato products. In total, supplies of canned vegetables are likely to be about as large as during the 1963-64 marketing season.



Frozen: Total holdings of frozen vegetables at the beginning of 1964 were about equal to those of a year earlier. But low prices for a number of products and shortages of a few fresh vegetables contributed to a high rate of use during the winter months. Thus, aggregate carryover at the start of the 1964 packing season was smaller than in the preceding year.

Indications point to a moderate pack reduction in 1964 for frozen peas; packs of such other major frozen commodities as sweet corn, snap beans and lima beans are likely to be near 1963 levels. Thus, with total carryover smaller, aggregate frozen vegetable supplies in 1964-65 are likely to be below the preceding marketing year, but still plentiful.

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN
VEGETABLES, WINTER SEASON, 1962-63-64

Commodity	: Total Supply January 1			: Disappearance Jan. 1-Mar. 31		
	: 1962	: 1963	: 1964	: 1962	: 1963	: 1964
(Million cases basis 24/303's)						
<u>Canned Vegetables 1/</u>						
Lima Beans 2/	3.6	3.5	3.2	1.0	.8	1.1
Snap Beans	27.0	26.4	27.2	10.3	10.2	10.7
Beets 3/	7.3	8.5	10.3	3.0	3.1	3.0
Carrots 3/	3.2	3.7	4.0	1.4	1.5	1.2
Corn, Sweet	33.0	37.1	37.8	12.1	12.9	14.0
Peas, Green	18.7	20.6	21.8	8.1	8.3	8.7
Spinach 3/	4.0	3.1	3.7	4/ 1.7	4/ 1.5	4/ 1.5
Tomatoes	21.8	25.2	23.1	7.8	8.6	7.7
<u>Frozen Vegetables</u>						
	<u>Million Pounds</u>					
Lima Beans	130.5	143.1	121.3	33.4	30.8	37.1
Snap Beans	142.2	140.4	126.3	47.6	60.5	47.6
Corn, Sweet	140.4	150.9	148.0	45.6	47.5	54.5
Peas, Green	209.7	217.1	215.4	86.2	87.6	92.5
Spinach	57.2	44.4	52.0	4/ 18.3	4/ 18.9	4/ 16.9

1/ Total supply includes canners' and distributors' stocks.

2/ Estimated by interpolation.

3/ Disappearance estimated from reports of canners' shipments.

4/ January 1 to March 1.

Source: National Canners Association, Census Bureau, and "Cold Storage Report," SRS, USDA.

Winter Vegetables: 1965 Planted Acreage Guides with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:			
	1965 Guide	1964 Prel.	1963 Prel.	1963 Average	1958-62 Average	1953-57 Average	1964 Prel.	1958-62 Average
	----- 1,000 acres -----				----- percent -----			
Beans, Snap	18.7	19.7	20.9	20.5	24.5	95	89	91
Beets	1.8	1.8	1.8	2.2	3.2	100	100	80
Broccoli	3.9	4.2	3.9	3.8	4.6	91	99	103
Cabbage	41.0	45.6	41.7	46.7	41.1	90	98	88
Carrots	36.9	40.6	48.4	39.3	36.4	91	76	94
Cauliflower	2.4	2.4	2.4	3.6	6.0	100	100	66
Celery	9.8	9.8	10.1	11.5	10.1	100	97	85
Corn, Sweet	9.9	9.4	11.2	8.8	10.9	105	88	113
Cucumbers	3.0	3.2	2.9	2.3	2.9	94	103	132
Escarole	6.7	7.4	7.5	6.8	5.4	91	89	98
Kale	1.5	1.5	1.7	2.0	2.7	100	88	74
Lettuce	69.4	69.4	69.4	66.4	67.5	100	100	104
Peppers, Green	5.5	5.5	5.5	5.7	5.1	100	100	96
Spinach	8.9	8.9	8.2	11.2	14.6	100	109	79
Tomatoes	17.9	17.9	18.7	16.9	19.0	100	96	106
Total	237.3	247.3	254.3	247.7	254.0	96	93	96

Winter Vegetables: 1965 Probable Production with Comparisons

Commodity	1965 1/			Production 2/			Probable Production from				
	Guide	: Prel.	: 1964	: 1963	: Average	: 1958-62	: 1953-57	: 1964	: Prel.	: 1963	: Average
	----- 1,000 tons -----			-----			----- percent -----				
Beans, Snap	29.0	26.7	32.5	24.1	39.0	109	89	121	74		
Beets	8.6	8.6	8.6	9.8	13.0	100	100	88	66		
Broccoli	8.6	7.2	5.7	7.6	10.2	118	151	112	84		
Cabbage	322.4	335.8	330.5	330.7	321.2	96	98	97	100		
Carrots	266.9	302.2	333.4	276.9	238.4	88	80	96	112		
Cauliflower	7.6	7.4	6.2	10.1	19.4	103	122	75	39		
Celery	224.9	222.6	236.8	255.1	231.2	101	95	88	97		
Corn, Sweet	25.2	20.4	30.2	15.1	32.3	124	84	168	78		
Cucumbers	7.8	6.3	7.7	3.2	8.0	123	101	242	97		
Escarole	36.0	37.4	38.5	35.1	29.7	96	94	103	122		
Kale	5.2	4.2	4.0	7.0	9.7	125	131	75	54		
Lettuce	561.1	607.2	528.8	509.2	472.6	92	106	110	119		
Peppers, Green	31.6	32.4	28.2	24.7	25.8	97	112	128	123		
Spinach	23.6	23.8	21.2	30.1	33.8	100	112	79	70		
Tomatoes	169.2	173.2	161.1	105.0	108.0	98	105	161	157		
Total	1,727.7	1,815.4	1,773.4	1,643.7	1,592.3	95	97	105	109		

1/ Computed: Planted acreage for 1965 Winter Vegetables, less normal abandonment times average yield.

2/ Includes some quantities not marketed (see individual statements for particulars).

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Snap Beans

(Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1964) 18,700

1/ 33 580

Background Statistics

1964 Prel.	19,700	18,400	29	534	11.70	6,248
1963	20,900	19,700	33	<u>2/</u> 650	10.30	6,232
1958-62 Average	20,460	16,380	28	<u>2/</u> 481	12.38	5,265
1953-57 "	24,500	22,180	35	<u>2/</u> 780	10.05	7,686

1/ 1961-64 average yield.

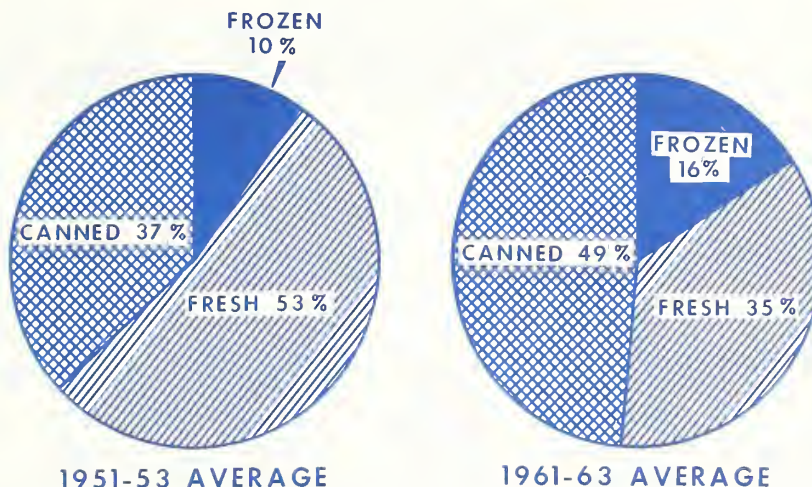
2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 37 in 1955, 35 in 1962 and 45 in 1963.

Comments: Snap bean supplies for marketing during the 1964 winter season were reduced by a freeze in mid-January, and by several other periods of prolonged low temperatures which prevented normal growth. Acreage losses were primarily limited to the Dade County area, where pole varieties predominate, and to the relatively small plantings in the Everglades area. But crop development in the Pompano area was also affected. Average yields were low. Shipments were light during January and February and did not reach normal volume until mid-March. Shipping point prices were high, although those for pole varieties were frequently discounted because of quality problems.

A market potential exists for a larger supply of fresh snap beans than that available in the winter of 1964. However, had high yields been recorded last winter, supplies would probably have exceeded market needs. A moderate acreage reduction would improve prospects for satisfactory marketing conditions in the coming season. Even with such a reduction, average yields would result in a crop substantially larger than in 1964.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, would result in a production 9 percent more than in 1964.

SNAP BEAN USAGE CHANGING



CIVILIAN PER CAPITA CONSUMPTION; FRESH EQUIVALENT BASIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 737-64 (6) AGRICULTURAL MARKETING SERVICE

In recent years, per capita consumption of snap beans has been relatively stable. Underlying this stability, however, has been a notable shift in usage among forms. During the early 1950's, fresh snap beans represented about half of total utilization. Since then, both canned and frozen snap beans have received continually growing acceptance and together now account for nearly two-thirds of total snap bean usage.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Beets

(Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)
				cwt.)	

1965 Acreage Guide and
Probable Production
(planted acreage equal
to 1964)

1,800 1/ 95 171

Background Statistics

1964 Prel.	1,800	1,800	95	171	1.30	222
1963	1,800	1,800	95	171	1.35	231
1958-62 Average	2,240	2,180	89	195	1.36	263
1953-57 "	3,200	3,200	81	2/ 259	1.52	362

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1953, 32 in 1954 and 16 in 1955.

Comments: Production of Texas winter-season beets in 1964 was equal to that of a year earlier. Both harvested acreage and average yields per acre were equal to those recorded in 1963. Harvest got underway in the Lower Rio Grande Valley during the last half of November. Cool December weather retarded development of early-seeded fields and delayed planting of late acreage. But Lower Valley shipping was active from January through March. Movement from the San Antonio and Winter Garden areas extended into April. Prices averaged slightly below the preceding year and the 1958-62 average.

Winter beet production declined sharply during the late 1940's and early 1950's, reflecting a shift in consumer demand from the fresh to the canned product. During the last few years, however, there has been evidence that this shift has abated. In 1965, growers should be able to successfully market a supply equal to that produced in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1960-64 average yield, would result in a production equal to 1964.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Broccoli

(Arizona and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production
(see 1965 Guide
below)

3,870 1/ 44 171

Background Statistics

1964 Prel.	4,250	3,450	42	145	9.41	1,364
1963	3,900	3,200	35	113	9.81	1,109
1958-62 Average	3,770	3,320	46	152	10.22	1,529
1953-57 "	4,546	4,466	46	203	8.89	1,778

1/ 1958-62 average yields by states.

Comments: Winter broccoli acreage in Texas was increased by almost 20 percent in 1964. While an extended delay in crop growth and a fairly heavy acreage loss followed unusually low temperatures in December, near ideal conditions prevailed during the latter half of January. Acreage harvested in Texas was a fifth more than in 1963, and production was up 60 percent. Acreage planted in Arizona was about two-thirds of that planted in the preceding year. Yields in that state were low and production was a third less than in 1963. As is customary, a large portion of the fresh market supply during the winter months originated in the Santa Maria area of California. However, volume from that source was limited because of generally cool weather and active buying by freezers. These restrictions benefited the market for the winter crop. Although prices reached comparatively low levels for peak shipments in mid-February, the season average price for Texas production was close to the 1958-62 average. Arizona marketings were more evenly distributed over the season but prices were frequently influenced by quality problems.

During the 1965 season, growers should be able to successfully sell a moderately larger volume for fresh market usage if the marketing pattern is not materially altered by the weather. However, with average yields, the production from an acreage as large as in 1964 would probably be excessive.

1965 Guide: The 1965 guide is a planted acreage 10 percent less than in 1964 in Texas and equal to 1964 in Arizona. Such an acreage, with 1958-62 average yields by states, would result in a production 18 percent more than in 1964.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cabbage

(Arizona, California, Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production

(planted acreage 10 percent less than in 1964) 41,000

1/ 166

6,447

Background Statistics

1964 Prel.	45,600	43,700	154	2/ 6,715	2.05	13,002
1963	41,700	40,500	163	6,610	2.93	19,359
1958-62 Average	46,670	43,510	152	2/ 6,613	2.42	15,322
1953-57 "	41,120	39,720	161	2/ 6,425	1.68	9,479

1/ 1956-60 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 2,270 in 1953, 1,257 in 1954, 152 in 1955, 268 in 1956, 273 in 1959, 412 in 1960, 460 in 1961 and 378 in 1964.

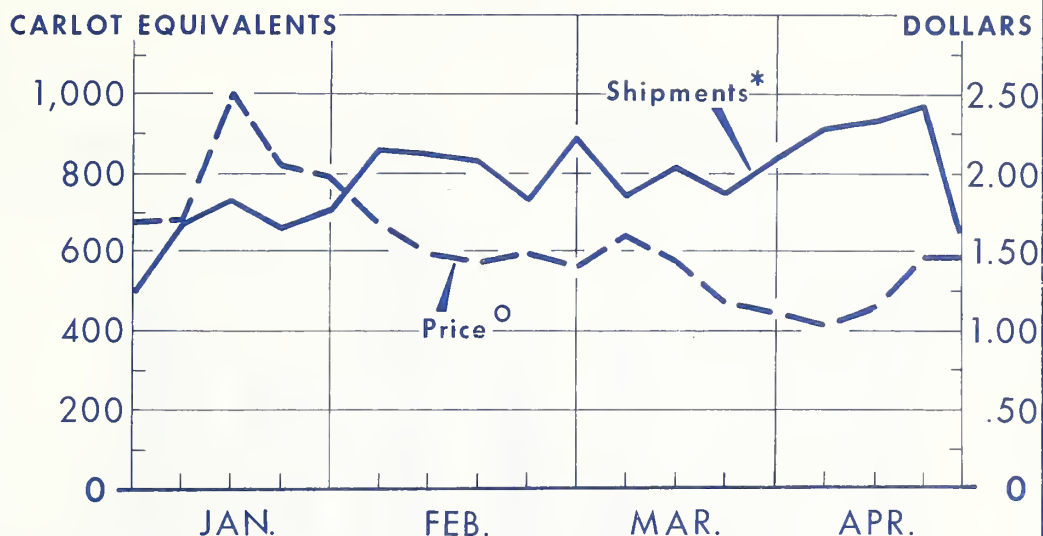
Comments: All states producing winter cabbage increased acreage for 1964 harvest; in total, plantings were up 9 percent. Early prospects indicated an extremely large crop, but all states had serious weather problems and only in Texas did yields equal those of the preceding year. Thus, for the season, production was only slightly above 1963 and the 1958-62 average. In Florida, a mid-January freeze was preceded and followed by heavy rains, and the effects of these influences in terms of reduced volume and quality were evident through February. Texas growers experienced several periods of cold weather, but the crop recovered well and production was large. For the season, prices averaged substantially below a year earlier and moderately less than the 1958-62 average.

Periods of low prices and a substantial amount of economic abandonment in the winter of 1964 indicated the existence of supplies in excess of market requirements. A moderate reduction in output is warranted in 1965. Should normal conditions prevail, yields would likely exceed 1964 levels. Thus, an acreage reduction will be required.

1965 Guide: The 1965 guide is a planted acreage 10 percent smaller than in 1964. Such an acreage, with normal abandonment and 1956-60 average yields by states, would result in a production 4 percent smaller than in 1964.

CABBAGE SHIPMENTS AND PRICES

1964 Winter Season



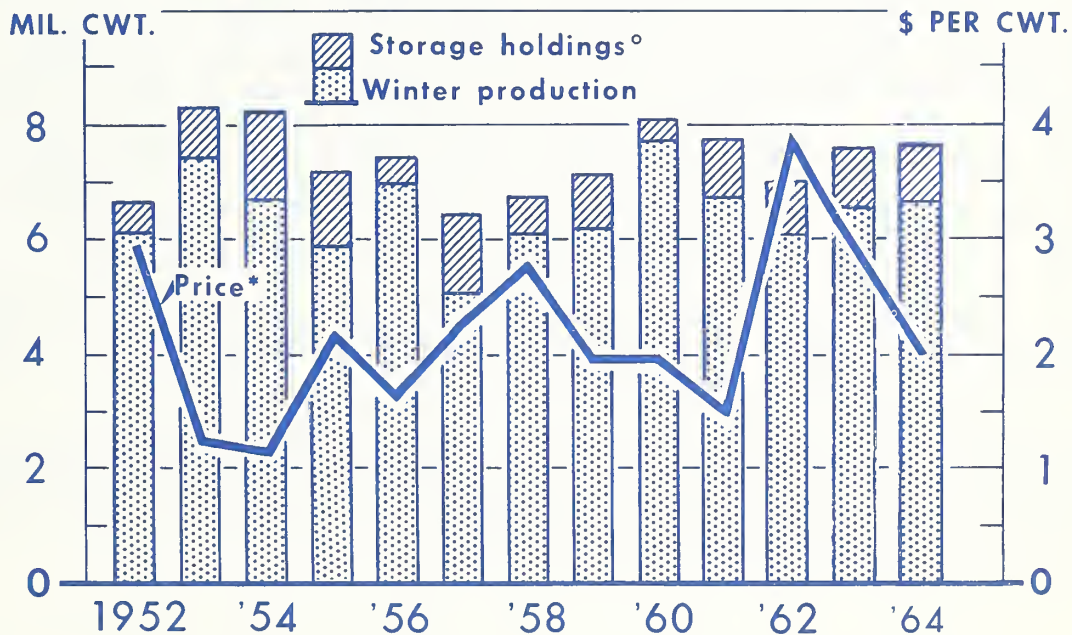
*TOTAL U. S. RAIL AND TRUCK.

○DOLLARS PER 1½ BUSHEL CRATE, FLORIDA SHIPPING POINT.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 739-64 (6) AGRICULTURAL MARKETING SERVICE

WINTER CABBAGE SUPPLY AND PRICE



°NEW YORK CABBAGE STOCKS, DECEMBER 1.

*SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 327-64 (7) AGRICULTURAL MARKETING SERVICE

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Carrots

(California and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production
(see 1965 guide
below)

36,900 1/ 147 5,337

Background Statistics

1964 Prel.	40,600	39,100	155	6,044	1.72	10,404
1963	48,400	47,400	141	2/ 6,667	1.48	9,711
1958-62 Average	39,320	38,800	143	2/ 5,537	2.49	12,990
1953-57 "	36,400	35,800	133	4,769	2.37	11,168

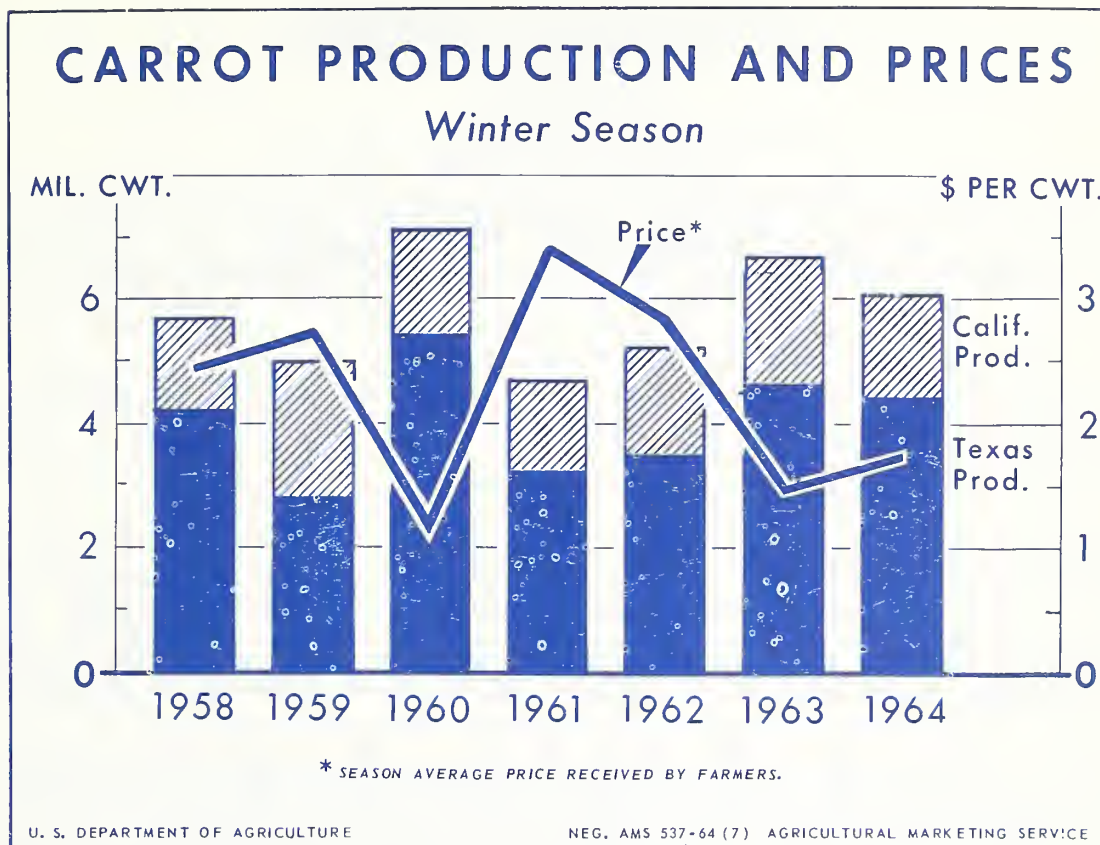
1/ 1960-64 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 769 in 1960 and 110 in 1963.

Comments: Growers in both Texas and California substantially reduced acreage for 1964 winter harvest, following a disappointing marketing season in 1963. But the cut proved to be insufficient, particularly in Texas. High yields in that state offset much of the planting reduction and growers experienced essentially the same price pattern as that which occurred in the preceding year. Moderate returns were recorded at both the beginning and end of the season. But from February to late May, when most of the crop was marketed, prices were very low. In California, cool weather retarded development and reduced yields; production in the state was a fifth below that of a year earlier. This reduction was reflected in growers incomes -- both prices and gross value per acre in California were substantially above the low 1963 levels.

Prices received for 1964 production were clear evidence of an over-supplied market. If satisfactory market conditions are to prevail in 1965, a further acreage reduction will be required.

1965 Guide: The 1965 guide is a planted acreage 10 percent smaller than in 1964 in Texas and 5 percent smaller than in 1964 in California. Such acreages, with normal abandonment and 1960-64 average yields by states, would result in a production 12 percent smaller than in 1964.



Winter carrot production has varied widely in recent years despite a relative stability in market requirements. These changes in output have usually been accompanied by even wider variations in prices to growers -- and always in the opposite direction. Production has substantially exceeded winter market needs for two years in succession. If satisfactory market conditions are to prevail in 1965, a volume reduction is imperative.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cauliflower

(Arizona and Texas)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

2,400 1/ 63 151

Background Statistics

1964 Prel.	2,400	2,400	61	147	10.78	1,584
1963	2,400	2,200	56	124	11.30	1,401
1958-62 Average	3,622	3,232	63	201	10.26	2,076
1953-57 "	6,002	5,902	65	388	7.46	2,951

1/ 1960-63 average yield.

Comments: Winter cauliflower production in Texas and Arizona was moderately larger than in 1963 when severe weather reduced output. Although still below average, the 1964 crop was about in line with market requirements. During December and the first half of January, cold weather persisted in the production areas of both states. This slowed crop growth, but losses were small. Competing producing areas in California also experienced unfavorably low temperatures. While this slowed movement, the volume marketed during January and early February was larger than a year earlier. Shipments from California were heaviest through mid and late January as harvesting was active in the Irvington district. This, added to the active movement from Texas, greatly increased the total volume of marketings and prices declined to moderate levels. In February, however, shipments from Texas were light; harvesting in the Lower Valley was about over by the middle of the month and volume available from the Winter Garden area was limited. Average prices to growers in both Arizona and Texas were high, only slightly below those received for the small 1963 crop.

Competing production areas will continue to limit the market potential for Texas and Arizona winter cauliflower. But producers should be able to market a production about as large as in 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1960-63 average yield, would result in a production 3 percent more than in 1964.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Celery

(Arizona, California, and Florida)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For Harvest:</u>	<u>Per Acre</u> :	<u>Production:</u>	<u>Price : Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

9,770

1/ 467

4,498

Background Statistics

1964 Prel.	9,770	9,770	456	2/ 4,452	5.21	23,081
1963	10,090	9,890	479	2/ 4,735	3.65	16,788
1958-62 Average	11,508	11,256	456	2/ 5,101	3.67	18,114
1953-57 "	10,084	9,940	466	2/ 4,625	3.60	16,605

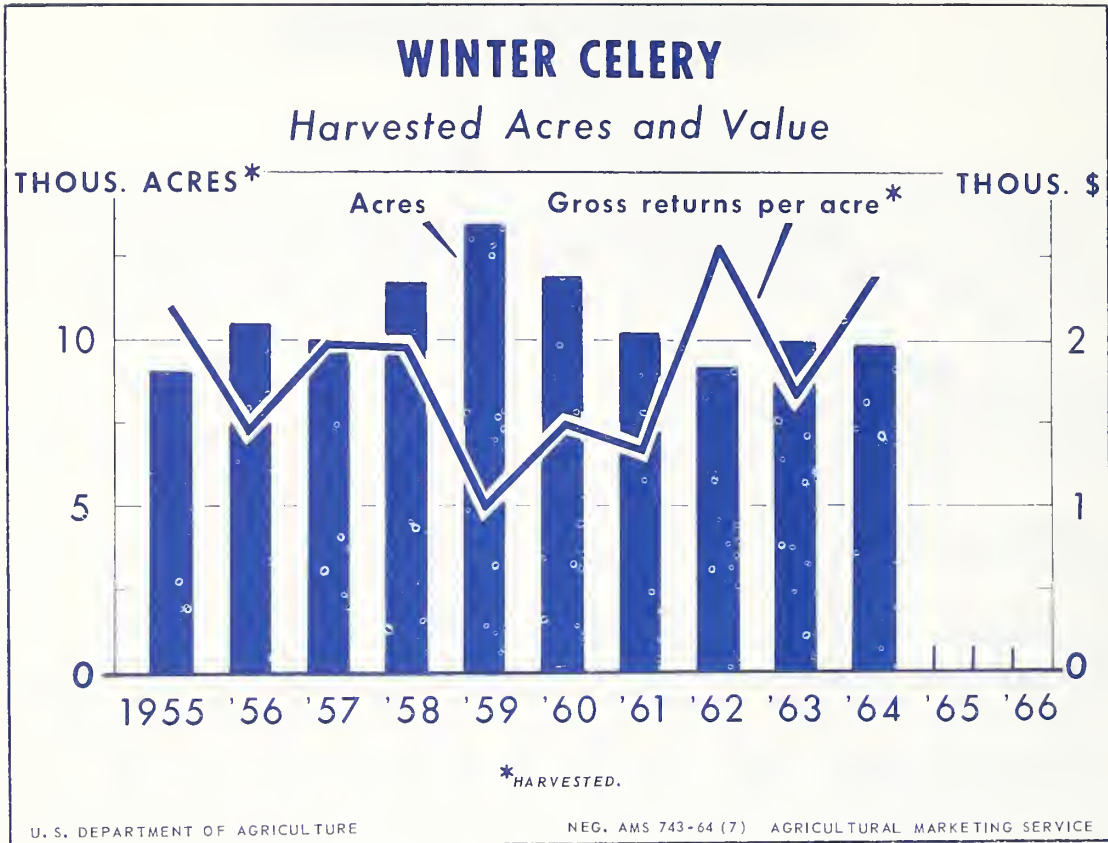
1/ 1960-64 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 53 in 1953, 43 in 1954, 491 in 1959, 33 in 1961, 134 in 1963, and 19 in 1964.

Comments: Winter celery production in 1964 was 6 percent less than in 1963 and was the smallest crop reported since 1951. The decrease reflected a 12 percent cut in California acreage and cold weather that reduced yield per acre. Florida harvest started the first week in November and volume was attained after mid-November. Throughout the winter, crop development in both California and Florida was retarded by cool temperatures. Freezing temperatures in mid-January and late February threatened the Florida crop and some stalk damage resulted. Nevertheless, Florida boosted its share of the winter crop, accounting for 64 percent of the 1964 output compared with the 1959-63 average of 55 percent. Following the balanced output of late fall celery, the market was firm at the start of winter harvest. Prices trended upward as the season advanced, and peaked in mid-March. Due to the high market prices, California growers cut plants running to small sizes, and tonnage was reduced below expectations. The combined gross income returned to growers was a near-record amount.

In 1965, markets should be able to utilize production from an acreage equal to that in 1964. Weather patterns and harvest timing, however, will continue to have a major influence on price levels.

1965 Guide: The 1965 guide is a planted acreage equal to that in 1964. Such an acreage, with normal abandonment and 1960-64 average yields by states, would result in a production one percent more than in 1964.



Winter celery growers experienced a successful marketing season in 1964. This reflected a production in balance with market needs. Yields were a little below the average of recent years, but a desirable acreage level was perhaps an even more important factor. In the last ten years, gross returns to growers have exceeded \$2,000 per acre three times. In each instance, harvested acreage was below the 10,000 acre level.

1965 Acreage-Marketing Guide
Winter Vegetables for Fresh Market

Sweet Corn

(Florida)

Year	: Acreage :		Yield :		: Price :	
	:Planted:	For Harvest:	Per Acre	Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production
(planted acreage 5 percent
more than in 1964) 9,900

1/ 60 505

Background Statistics

1964 Prel.	9,400	7,400	55	407	7.30	2,971
1963	11,200	9,300	65	604	6.20	3,745
1958-62 Average	8,760	5,500	53	301	6.92	2,034
1953-57 "	10,880	8,820	74	646	5.34	3,392

1/ 1961-64 average yield.

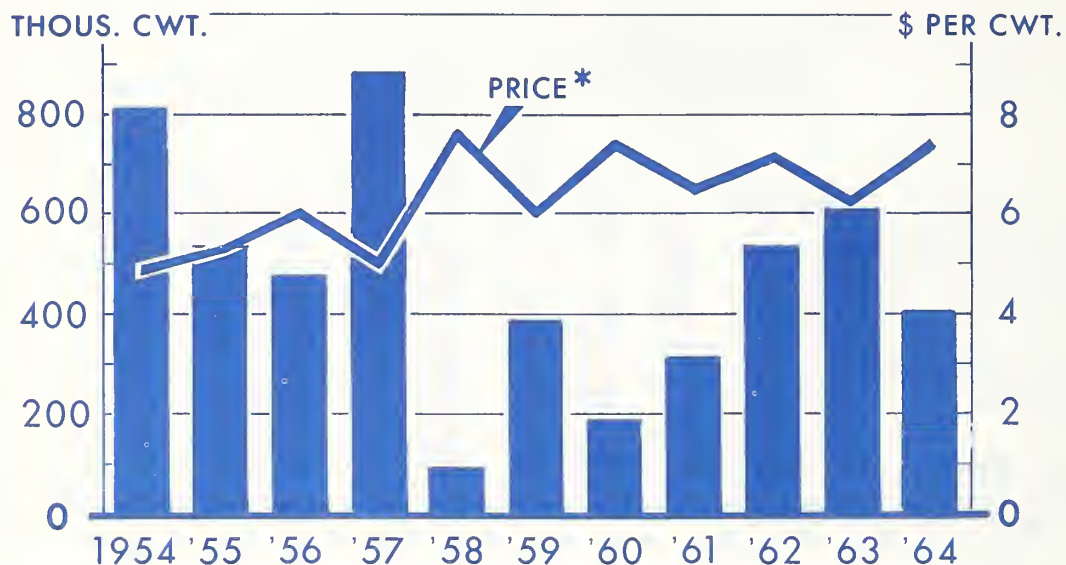
Comments: Production of winter sweet corn was off sharply in 1964. This reflected a cut in total plantings and a substantial loss of acreage in the Lake Okeechobee area following a late February freeze. Throughout most of the season, below normal temperatures slowed crop growth and maturity. Consequently, little bunching developed in marketings; prices held firm early in the season and strengthened in late winter. Growers' prices averaged at high levels, but due to the small volume, gross returns fell substantially below the 1963 total.

The market potential for fresh winter sweet corn is expected to continue good. Inventories of canned and frozen sweet corn in the winter of 1964-65 are expected to be smaller than the heavy levels of last winter. If serious harvest bunching can be avoided, producers should be able to successfully market a substantially larger winter crop in 1965. Assuming average yields, a larger acreage will be needed to supply expected requirements.

1965 Guide: The 1965 guide is a planted acreage 5 percent more than in 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, would result in a production 24 percent more than in 1964.

SWEET CORN PRODUCTION & PRICES

Winter Season



* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 538-64 (7) AGRICULTURAL MARKETING SERVICE

Production of sweet corn during the winter season is a hazardous venture. Acreage losses are frequently substantial as a result of the crop's susceptibility to freeze damage. In 1964, more than a fifth of the acreage planted was lost to cold weather. This loss to an already reduced acreage combined with relatively low yields to result in a small production. Growers were able to market their limited volume at above average prices.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cucumbers

(Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1965 Acreage Guide and

Probable Production

(planted acreage 5 percent
less than in 1964) 3,000

1/ 70

155

Background Statistics

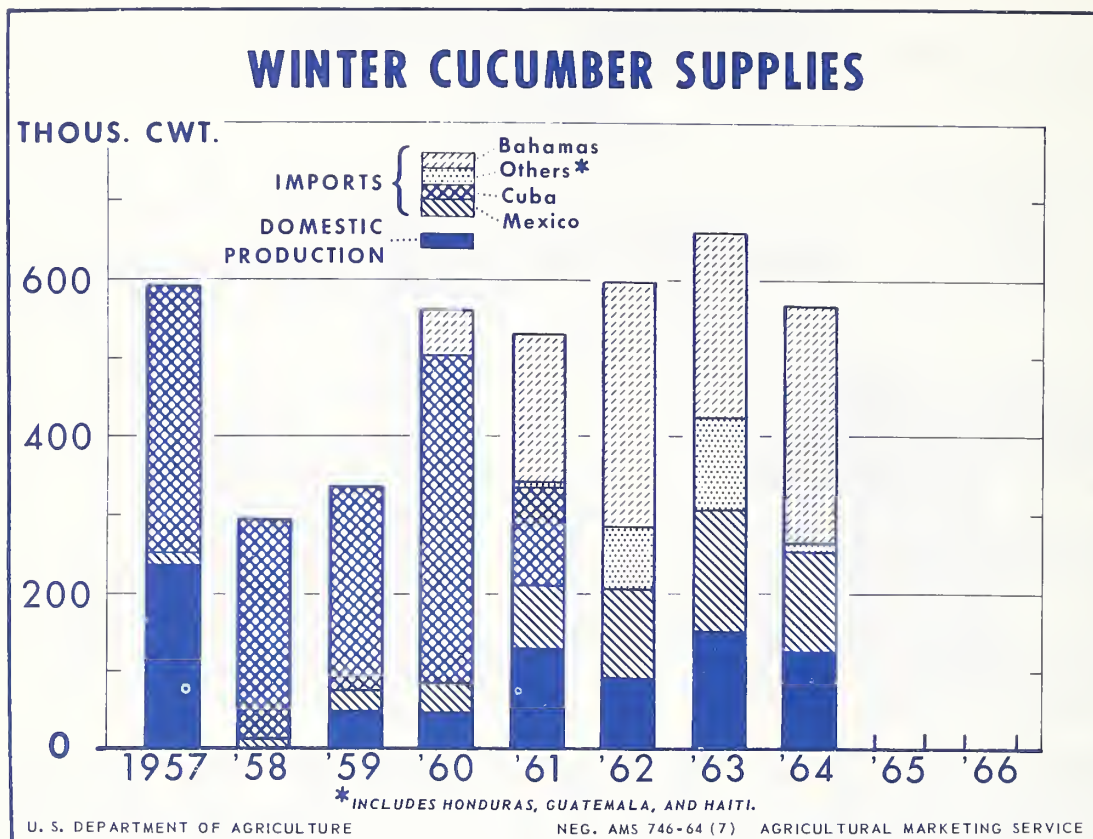
1964 Prel.	3,200	2,100	60	126	9.90	1,247
1963	2,900	2,200	70	154	7.40	1,140
1958-62 Average	2,280	1,000	49	64	8.42	633
1953-57 "	2,920	2,220	71	160	8.95	1,420

1/ 1961-64 average yield.

Comments: Despite frequent periods during December when low temperatures and high winds slowed crop growth, growers were able to market a moderate volume of domestically produced supplies through early January. But the mid-January freeze severely damaged vines in all Florida producing areas; domestic supplies were essentially eliminated until early April. Thus, during most of February and March, almost all marketings were imported. The Bahamas continued as the leading supplier for the winter period; Mexico also contributed substantial quantities, particularly during the early part of the season. Although Florida growers suffered heavy acreage losses and low yields in 1964, they did market their limited volume at high prices. The value of the crop was the highest recorded in the state since 1957.

Largely because of bad weather in west Mexico areas, the total quantity of imported cucumbers was smaller than in the preceding season. But foreign efforts to more adequately supply U.S. winter-season demand are expected to continue. In 1964-65, it is likely that supplies available for import will be larger and that market prices will be the main factor determining the actual volume imported.

1965 Guide: The 1965 guide is a planted acreage 5 percent less than in 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, would result in a production 23 percent more than in 1964.



Winter season production of cucumbers in the U. S. is a perilous undertaking. The crop can withstand only a minimum of cold weather, and Florida growers frequently lose large portions of their plantings. Because this limits the availability of domestic supplies, imports from countries with warmer climates dominate our winter markets. During the late 1950's, Cuba was our principal winter supplier of this commodity. In the last few years, however, the Bahamas, Mexico and several other Caribbean countries have replaced Cuba in this capacity.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Escarole

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and

Probable Production

(planted acreage 10 percent
less than in 1964) 6,700

1/ 117 721

Background Statistics

1964 Prel.	7,400	6,800	110	2/ 748	6.30	4,334
1963	7,500	6,700	115	2/ 770	4.55	3,294
1958-62 Average	6,840	6,040	116	2/ 702	5.12	3,326
1953-57 "	5,440	4,720	126	2/ 593	4.49	2,543

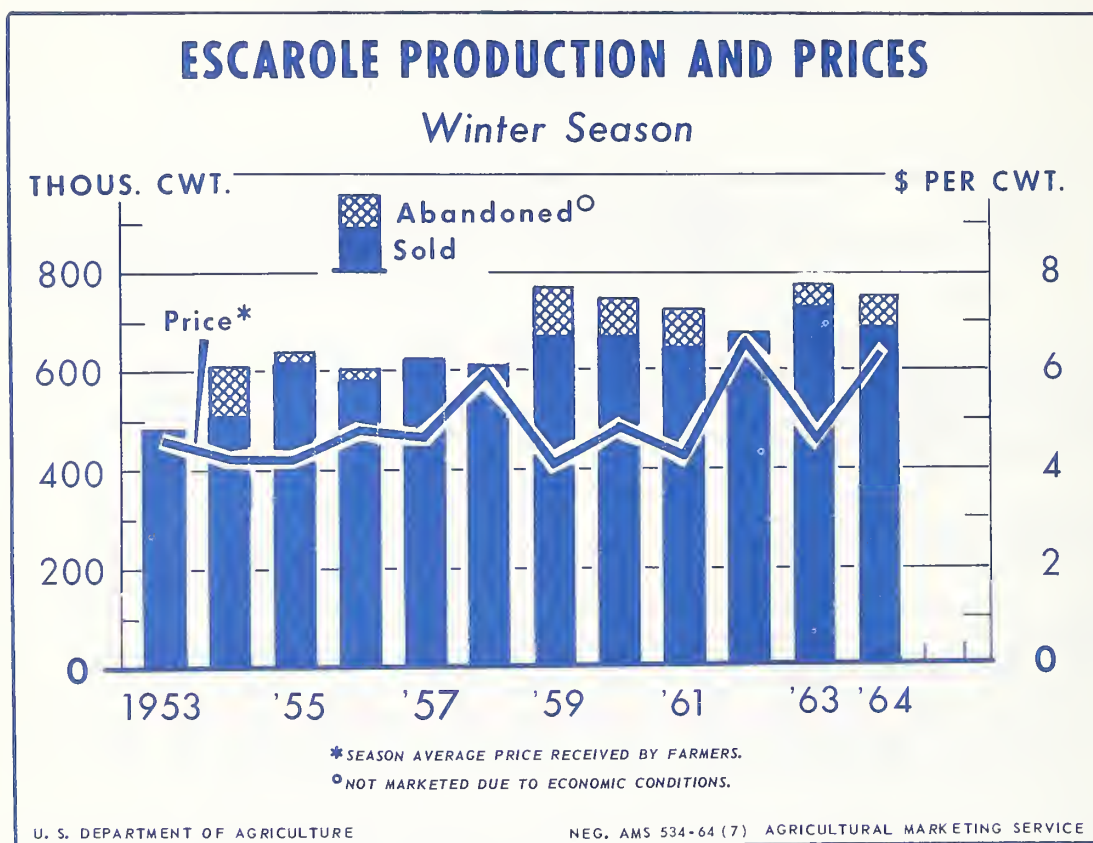
1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 104 in 1954, 21 in 1955, 12 in 1956, 99 in 1959, 80 in 1960, 76 in 1961, 46 in 1963 and 60 in 1964.

Comments: The variable weather conditions which prevailed in Florida during the winter of 1963-64 were reflected by wide fluctuations in shipments and prices for escarole. The first interruption occurred in late December as frosts delayed harvest. A brief drop in shipping volume resulted and prices reversed a declining trend which had been evident from the start of the season. The crop recovered quickly, but the improvement was short-lived as a more severe freeze occurred in mid-January. Damage occurred in most districts but was heaviest in the important Everglades area. Heavy stripping was required and shipments fell sharply; prices rose to high levels. Returns to growers remained at attractive levels until mid-March, when heavy volume was accompanied by a price decline. For the season, average returns to growers were considerably above 1963 and average.

Winter escarole consumption has increased significantly in recent years and further gains are likely. Even so, an acreage reduction appears warranted for 1965. Despite a relatively successful season in 1964, periods of low prices occurred and a substantial part of the crop was not marketed.

1965 Guide: The 1965 guide is a planted acreage 10 percent less than in 1964. Such an acreage, with normal abandonment and a 1959-63 average yield, would result in a production 4 percent smaller than in 1964.



Growers of winter season escarole have found an expanding market for their commodity in recent years. Nevertheless, in most years they have overestimated market requirements. This has forced them to abandon substantial quantities during periods of low prices. Despite a generally successful marketing season in 1964, 8 percent of the crop was not sold.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Kale

(Virginia)

Year	: <u>Acreage</u> :		Yield :	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value	
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1965 Acreage Guide and Probable Production</u>							
(planted acreage equal to 1964)	1,500		1/ 70	105			
<u>Background Statistics</u>							
1964 Prel.	1,500	1,400	60	2/ 84	6.20	496	
1963	1,700	1,700	50	2/ 80	6.29	472	
1958-62 Average	2,020	2,000	70	2/ 140	5.50	737	
1953-57 "	2,700	2,700	71	2/ 193	3.63	665	

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953, 9 in 1954, 11 in 1961, 6 in 1962, 5 in 1963 and 4 in 1964.

Comments: Relatively high prices were recorded for the 1964 crop of winter kale. This was due in part to the low level of production. A distorted marketing pattern was another major element. In November, above normal temperatures and opportune rains enhanced crop prospects; cutting was active in the Hanover area and supplies were plentiful. By the last of December, however, cold weather had slowed harvest in both the Hanover and Norfolk districts. Then in mid-January, heavy frosts brought cutting to a near standstill. Active movement did not resume for several weeks. Total production was only slightly larger than the record-low crop of 1963.

Market requirements for fresh kale have trended sharply downward since the late 1940's. But the relatively small crops produced in the last several years have returned high prices. In 1965, growers should be able to successfully market a crop substantially larger than that produced in 1964. Assuming average yields, however, a sufficient increase could be produced with no change in acreage.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with no abandonment and a 1958-62 average yield, would result in a production a fourth larger than in 1964.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Lettuce

(Florida, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

69,400 1/ 165 11,222

Background Statistics

1964 Prel.	69,400	68,000	179	12,145	5.62	68,202
1963	69,400	67,900	156	10,576	4.25	44,998
1958-62 Average	66,440	64,440	158	2/ 10,183	4.05	38,596
1953-57 "	67,520	66,880	142	2/ 9,451	3.78	35,478

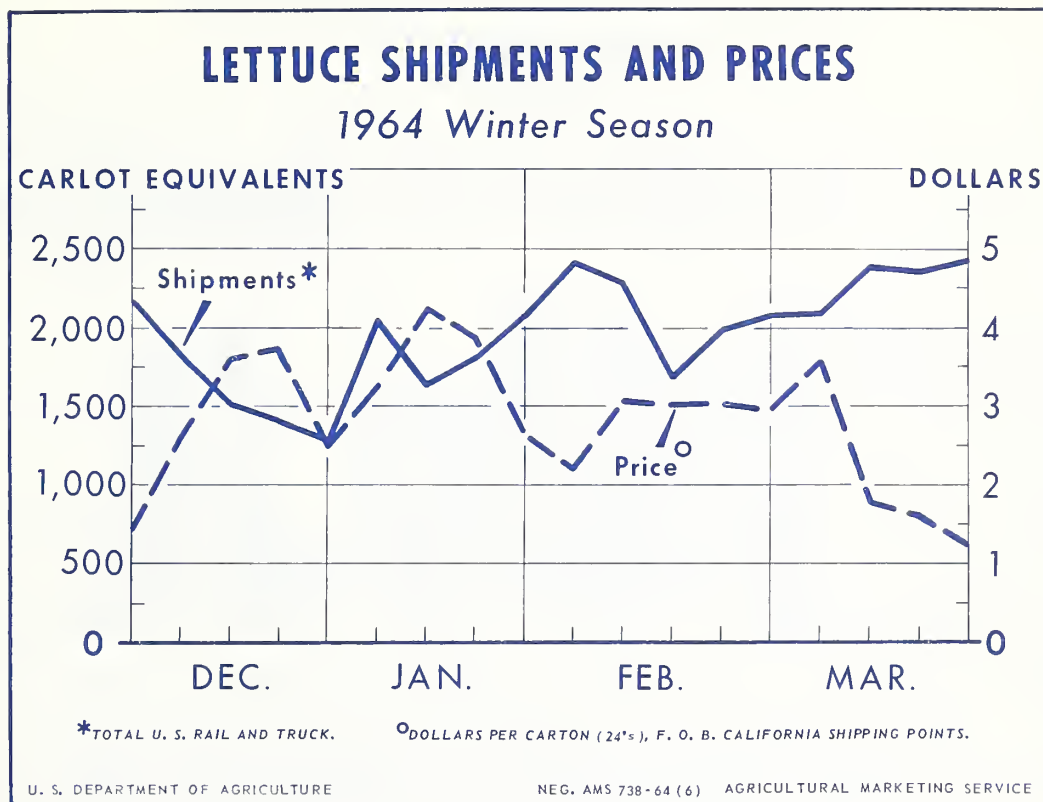
1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 208 in 1956, 858 in 1959, 1,340 in 1960 and 1,365 in 1961.

Comments: The 1964 season was perhaps the most successful ever experienced by winter lettuce growers. The unusual combination of an extremely large crop and very high prices resulted in an average gross value per harvested acre of 1,000 dollars. This compared with a range of 425 to 800 dollars per acre during the last decade. The circumstances under which this situation developed were paradoxical. Unfavorable growing weather, a frequent ordeal of lettuce growers, was probably the most positive influence in the marketing picture. Each state experienced periods of cold weather, and excessive moisture caused damage in Florida and Texas. But the frequent frosts in the West served to limit daily cuttings and the delays in development eliminated the threat of market glutting. Thus, while shipments continued active, potential supplies never substantially exceeded requirements. Prices held continuously at high levels from early December through late March.

The ideal harvest timing which occurred in 1964 is not likely to be repeated in 1965. Even so, growers should find a satisfactory market for the production of an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1960-64 average yield, would result in a production 8 percent smaller than in 1964.



Cold weather in several major growing areas affected the winter lettuce crop early in the 1963-64 season. The resulting shipment reduction was accompanied by an abrupt price increase. Frequent frosts continued to threaten the crop through February but shipping volume was not greatly affected. Prices held at attractive levels through most of the season and no serious market weakness developed until late March.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Green Peppers

(Florida)

Year	: <u>Acreage</u> :		Yield :		:	
	:Planted:	For Harvest:	Per Acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1965 Acreage Guide and Probable Production

(planted acreage equal to 1964)

5,500 1/ 122 631

Background Statistics

1964 Prel.	5,500	5,400	120	648	13.27	8,602
1963	5,500	4,900	115	564	11.97	6,753
1958-62 Average	5,720	4,820	98	2/ 494	14.40	5,582
1953-57 "	5,120	4,780	108	515	10.06	5,135

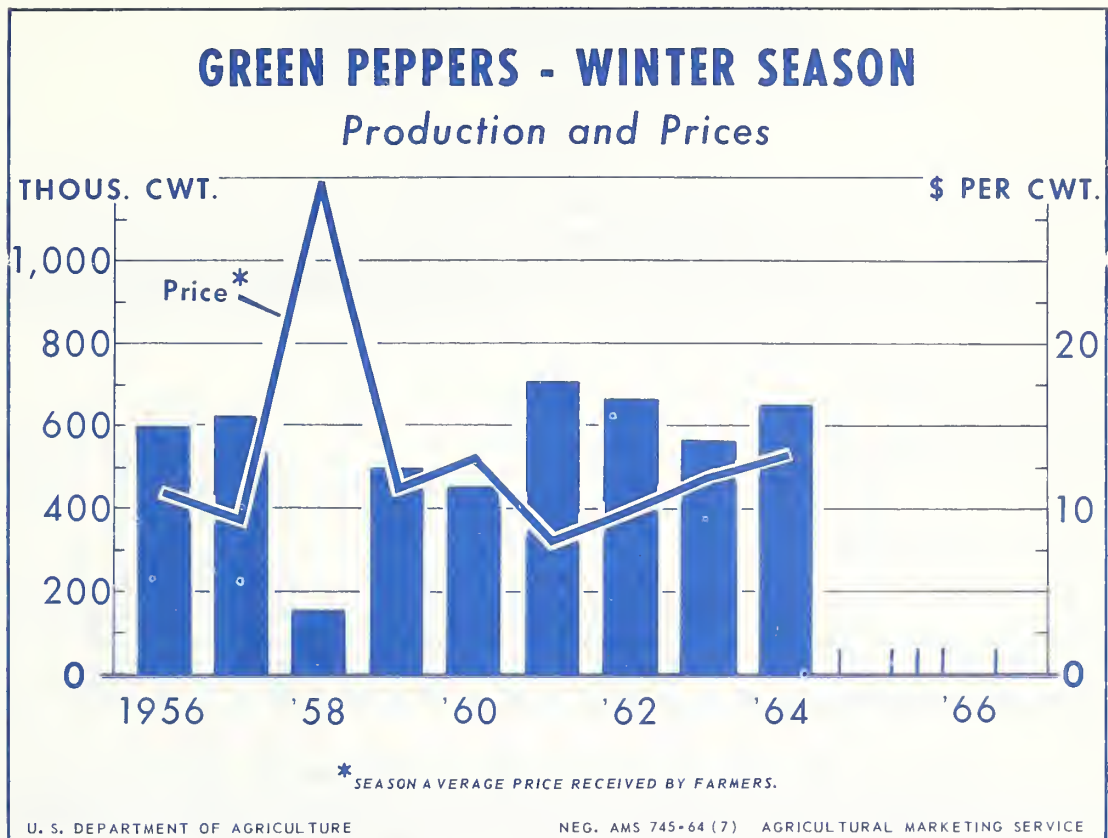
1/ 1961-64 average yield.

2/ Includes 55,000 cwt. not marketed in 1961 and excluded in computing value.

Comments: Acreage of green peppers planted for winter harvest in 1964 was equal to that in 1963. The crop developed well and plants were able to withstand low temperatures in late December and mid-January without serious injury. Yields were about equal to the average of the last several years. Acreage losses were small and the acreage harvested was a tenth larger than a year earlier. In early January, there was an orderly transition from the Ft. Myers-Immokalee area to the Pompano area as the main source of shipments. The rate of movement continued relatively stable through almost all of the marketing period with a slight dip in mid-March being the only interruption of consequence. Prices held within a moderate range during January and February and reached high levels in March following the temporary shortage of marketable supplies.

Good harvest timing plus a reduction in import volume benefited the market for this commodity in 1964. Potential foreign supplies for export to the U.S. in 1965 may be larger. However, domestic producers should be able to successfully market the output from an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1961-64 average yield, would result in a production 3 percent less than in 1964.



Marketing conditions for winter-season green peppers are influenced considerably by the weather. An extreme example occurred in 1958 when nearly half of the season's plantings were destroyed and peppers from the remaining low-yielding fields returned growers nearly \$30 per hundredweight. The 1961 season served as an opposite example as favorable growing conditions on a large acreage resulted in excessive production and low prices. In 1964, the moderate sized acreage matured evenly and shipments occurred without serious bunching. Prices for the season averaged at relatively high levels.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Spinach

(California and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For Harvest:</u>	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and
Probable Production

(planted acreage equal
to 1964)

8,900 1/ 59 473

Background Statistics

1964 Prel.	8,900	8,200	58	475	7.72	3,666
1963	8,200	7,400	57	424	8.86	3,756
1958-62 Average	11,220	10,280	58	602	8.09	4,833
1953-57 "	14,620	13,830	49	676	7.06	4,748

1/ 1959-63 average yields by states.

Comments: Winter season spinach production in 1964 was 12 percent larger than the small 1963 crop as the result of increased acreage in Texas and higher yields in California. Harvest began in the Texas Winter Garden district in early December and was closely followed by cutting in the Lower Rio Grande Valley. Shipments from the state were light during December, then increased to peak levels in January. Cold weather in January reduced Texas production prospects substantially; however, movement continued in good volume through mid-March. California growers also encountered periods of unusually cold weather. While some quality problems developed, volume from that state exceeded that of the preceding year. For the season, growers in both states recorded prices below the high levels of a year earlier.

Despite the likelihood of competition from plentiful supplies of processed spinach in the winter ahead, there should be outlets for a supply of fresh spinach about equal to that produced in 1964. With normal yields, this could be produced on an acreage equal to 1964.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and 1959-63 average yields by states, would result in a production about equal to 1964.

1965 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Tomatoes

(Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest: Per Acre :Production: Price : Value			
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1965 Acreage Guide and Probable Production
(planted acreage equal to 1964)

17,900 1/ 197 3,385

Background Statistics

1964 Prel.	17,900	16,900	205	3,464	9.90	34,294
1963	18,700	17,900	180	3,222	8.30	26,743
1958-62 Average	16,920	14,780	139	2,099	9.50	18,248
1953-57 "	19,020	17,900	121	2,160	9.02	19,296

1/ 1962-64 average yield.

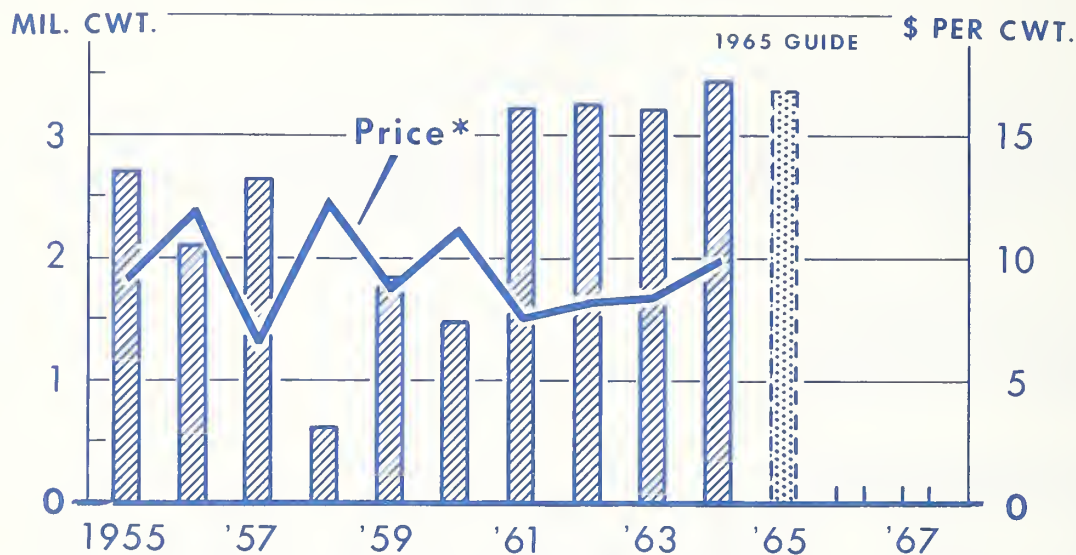
Comments: Florida growers reduced plantings moderately from 1963 levels. Furthermore, recurrent cold weather problems resulted in substantial acreage loss, particularly in Dade County. Most fields made good recovery, however, and attractive prices prompted repeated picking. High yields were recorded and winter tomato production was record-large. Concern with weather problems was a positive influence on the market; delays in crop development helped to keep supplies from reaching excessive levels. Prices at Florida shipping points declined gradually from a November high to moderate levels in early January. But a reduction in shipments following the mid-January freeze was quickly reflected by a reversal in the price trend. For the season, average prices received by growers were the highest recorded since 1960.

In the last four years, Florida winter tomato production has exceeded three million hundredweight annually. Although periods of market difficulty have occurred, it is evident that winter requirements for this commodity have expanded sharply in the last decade. Growers should be able to successfully market the production from an equal acreage in 1965.

1965 Guide: The 1965 guide is a planted acreage equal to 1964. Such an acreage, with normal abandonment and a 1962-64 average yield, would result in a production 2 percent smaller than in 1964.

FLORIDA WINTER TOMATOES

Production and Prices



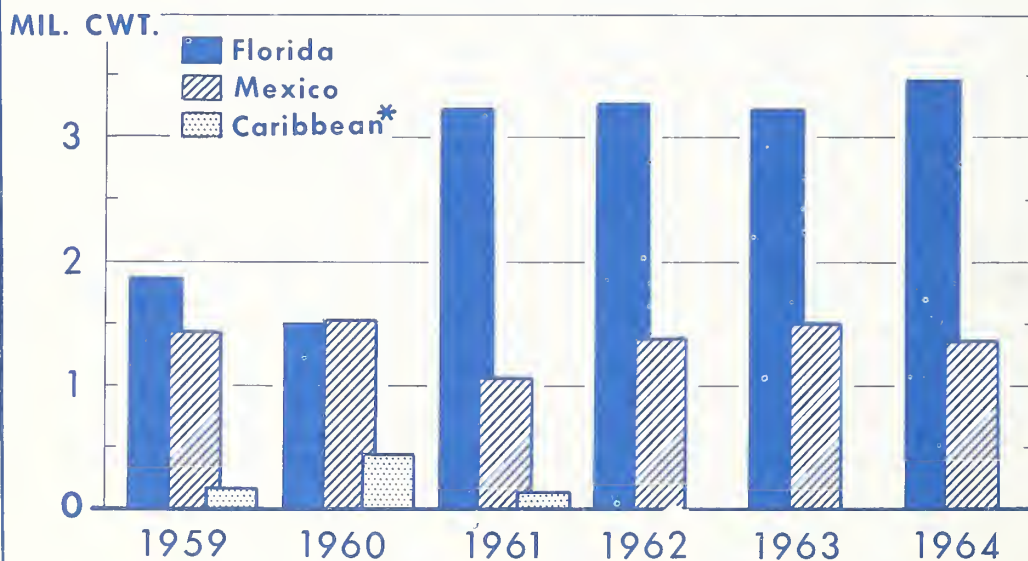
* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

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WINTER SEASON FRESH TOMATO SUPPLIES

Florida Production Plus Imports



* CUBA, BAHAMAS, DOMINICAN REPUBLIC, GUATEMALA, HAITI, AND LEEWARD AND WINDWARD ISLANDS.
(LESS THAN 20,000 CWT. IN 1962, 1963, AND 1964).

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 744-64 (7) AGRICULTURAL MARKETING SERVICE

1965 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	Acreage		Yield per	Production
	Planted	For Harvest	acre	
	(acres)		(cwt.)	(1,000 cwt.)

1965 Acreage Guide and
Probable Production
(planted acreage equal
to 1964)

California	10,900	10,900	$\frac{1}{225}$	2,452
Florida	7,500	7,350	$\frac{1}{160}$	1,176
Total	18,400	18,250	199	3,628

Background Statistics - Total:

1964 Prel.	18,400	18,400	200	3,690
1963	20,400	20,300	190	3,866
1958-62 Average	26,440	25,420	171	4,273

California:

1964 Prel.	10,900	10,900	225	2,452
1963	12,000	12,000	215	2,580
1958-62 Average	14,940	14,940	196	2,894

Florida:

1964 Prel.	7,500	7,500	165	1,238
1963	8,400	8,300	155	1,286
1958-62 Average	11,500	10,480	136	1,380

$\frac{1}{1961-64}$ average.

Comments: Acreages of winter potatoes in California and Florida have been reduced substantially compared with the levels reported in the mid-1950's. The total acreage harvested in 1964 was 9 percent less than in 1963, and was the smallest total since 1952. Acreage reductions, however, have been partly offset by advances in average yield per acre, particularly in California. Nevertheless, total winter production has declined each year since 1961, and in 1964, total output was off 5 percent compared with 1963.

In California, winter production was 5 percent less than in 1963, and 15 percent less than the 1958-62 average. Harvest started late in November and continued into mid-spring. Due partly to market pressures that developed from plentiful supplies of storage potatoes available in western fall crop areas, harvest in California proceeded slowly, and periodically, growers dug only to fill orders. Growers' prices received were moderate during the winter months, but strengthened sharply in the early spring.

In Florida, total winter production was near record-low and 4 percent less than in 1963. In spite of some freezing weather, crop development was good and yield per acre was above average. Harvest of red varieties in the Everglades area started early in January, and in the Fort Myers area in late January. In Dade County, where the bulk of the Florida winter acreage is planted, harvest was active by mid-February. Digging in the Immokalee and Vero Beach areas started in mid-March. Florida's winter marketings peaked in March and light harvest continued until mid-April. Prices received by Florida growers held at high levels throughout the season.

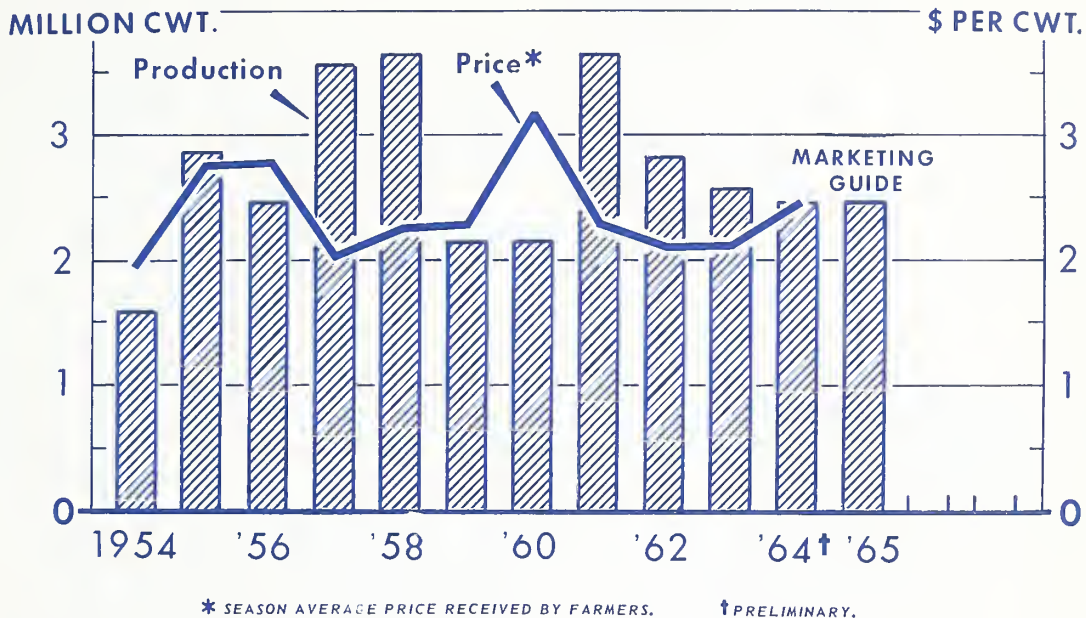
Marketing opportunities for winter crop potato growers will continue to be limited by competition originating in other areas. As exemplified by the table below, storage supplies of fresh potatoes available during the winter marketing season have been trending upward, as have holdings of processed potato products. The total acreage of potatoes for 1964 fall harvest is estimated to be slightly higher than in 1963, and a large crop of fall potatoes is anticipated. Due to these competing supplies, it is recommended that total winter crop production in 1965 be held close to the total produced in 1964. In spite of competing stocks, there continues to be a specific demand in eastern markets for Florida new crop supplies. California growers, of course, will have ready access to the important Los Angeles market. A 1965 acreage in each state, the same as in 1964, assuming average yields, should furnish an adequate supply.

Shown below is a summary of total fresh stocks held by growers and local dealers, and total frozen french fried holdings as of January 1, 1960-64.

Year <u>Jan. 1</u>	Total fresh potatoes <u>held in storages</u>	Frozen French fried <u>held in cold storages</u>
	<u>Million cwt.</u>	<u>Million pounds</u>
1960	99.4	70.6
1961	105.0	125.0
1962	124.1	182.9
1963	117.2	224.3
1964	116.8	221.0

1965 Guide: The 1965 guide is a planted acreage equal to that in 1964. Such an acreage, with normal abandonment and 1961-64 average yields by states, will result in a production 2 percent less than in 1964.

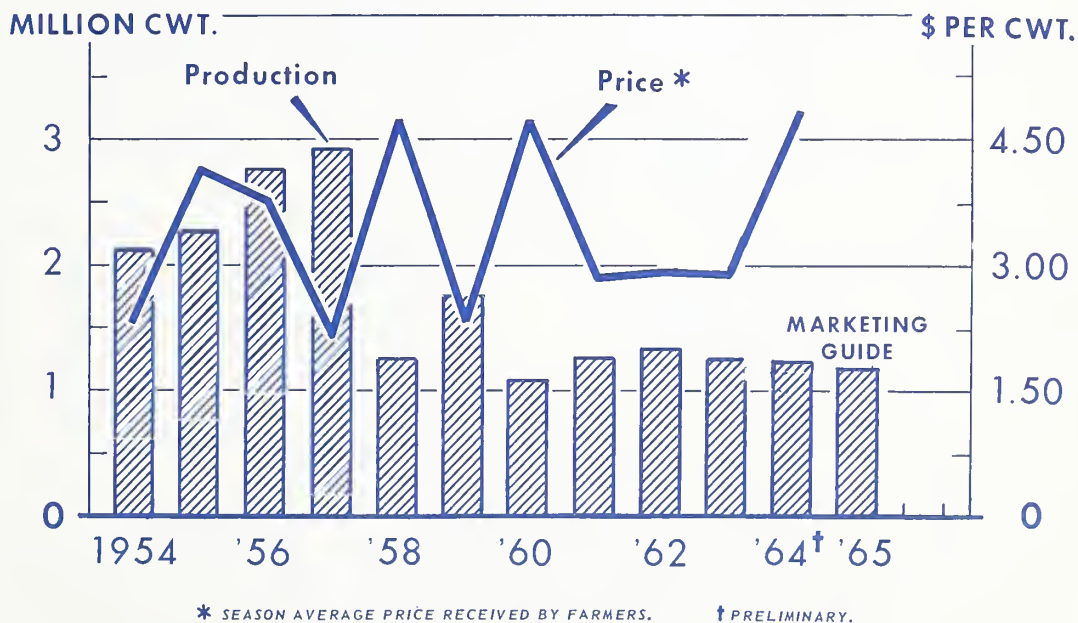
WINTER POTATOES, CALIFORNIA: PRODUCTION AND PRICE



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WINTER POTATOES, FLORIDA: PRODUCTION AND PRICE



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